

7 TIPS

TO DEVELOPING YOUR BUSINESS STRATEGY

1

WHERE ARE YOU NOW?

Determine where your business is NOW, in terms of leadership systems, profit, marketing and sales.

WHERE WOULD YOU LIKE TO BE?

Decide where you would like your business to be 12 months from now.

2

3

WHAT OPPORTUNITIES ARE AVAILABLE?

Look for ways to position your business to take advantage of opportunities that might arise over the next 6-12 months.

WHAT IS YOUR PLAN?

Refresh your planning strategy with a focus on specific, executable actions.

4

5

HOW DO YOU EXECUTE YOUR PLAN?

Strategic planning is 10% strategy and 90% execution, so make sure your executable actions are achievable.

WHAT ARE YOUR TOP 3 STRATEGIES?

Develop a one-page plan by selecting the top three strategies to execute and move your business forward. Be sure to assign actions, timelines and people responsible.

6

7

WHAT ARE YOUR PRIORITIES?

Prioritize your strategies. If you try to tackle too many at once, nothing will get done.



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